



**TOWN OF GILBERT
PARKS, RECREATION AND LIBRARY SERVICES ADVISORY BOARD
MINUTES OF REGULAR MEETING OF AUGUST 18, 2015 6:30 P.M.
MUNICIPAL BUILDING II, CONFERENCE ROOM 100
90 E. CIVIC CENTER DRIVE, GILBERT, ARIZONA 85296**

BOARD MEMBERS PRESENT:

Ron Coleman, Chair
Mark Dobay
Paul Marchant
Mary Harris—By phone

BOARD MEMBERS ABSENT:

Les Presmyk, Vice Chair
Robert Ferron
Mickie Niland

STAFF PRESENT:

Rod Buchanan, Parks and Recreation Director
Rob Giles, Parks and Recreation Manager
John Kennedy, Parks and Recreation Manager
Melanie Dykstra, Management Support Analyst
Linda Ayres, Admin. Support Staff Supervisor
Jennifer Lauria, Program Coordinator
Sean Carlin, Aquatics, Adult & Youth Sports Supervisor
Christian King, Parks and Recreation

COUNCIL PRESENT:

Jared Taylor, Councilmember

GUESTS PRESENT:

Rick Distler, President, Gilbert Quiet Flyers
Enrique (Rick) Huerta, Gilbert Quiet Flyers
Andy Mellen, Owner, AZ Ice
Mike Evans, Desert Rivers Audubon Society

- 1. CALL TO ORDER:** Chair Ron Coleman called the meeting to order at 6:30 P.M.
- 2. ROLL CALL:** Melanie Dykstra called the roll and it was determined that a quorum was present.
- 3. PLEDGE OF ALLEGIANCE:** All present recited the Pledge of Allegiance.
- 4. COMMUNICATION FROM CITIZENS PRESENT:** There were no communications from citizens.
- 5. SAFETY MINUTE:** This agenda item was deferred to a future meeting.

PRESENTATIONS:

- 6. FRIENDS OF THE LIBRARY ANNUAL REPORT:** Mr. Robert Howard, President of the Friends of the Library, was not able to attend tonight. Melanie Dykstra provided the Board with the Friends of the Library Activity

Report. Membership has grown to 106 members. Donations to Town of Gilbert Libraries during the last year totaled over \$50,000, which brought in over 4,480 new books into the library system. Donations were made to Gilbert Elementary School Libraries in the form of thirteen checks for \$2,500 each. There were many letters and notes of thanks from school students and staff. In May, Friends of the Library awarded scholarships of \$1,000 to eleven graduating Gilbert students to be used for text books. New bookshelves were added in the storage room. Although Bookstore sales this year are short by 24 percent, Friends of the Library has committed \$48,000 in books to the Town libraries as well as \$15,000 for Gilbert School Libraries.

Chair Ron Coleman expressed his appreciation to the Friends of the Library and noted that just under \$100,000 is a lot of money and effort. Melanie Dykstra asked the Board to encourage friends and family to participate. Paul Marchant mentioned that Donna who runs the Bookstore spoke to him about covering up the plumbing on the fountain in front of the library and also asked to have benches placed outside for patrons to sit and read. Melanie stated it has been noted that they would like to dedicate specific funding through membership drives towards a potential project. We are developing some opportunities they can contribute towards.

7. OPERATIONAL REPORT - RIPARIAN: A handout was provided to Board members.

CONSENT ITEMS:

8. ACTION PLAN – CONSIDER APPROVAL OF THE FY16 IMPLEMENTATION ACTION PLAN (IAP) UPDATE: Chair Coleman stated as a Consent Item this may be put to motion and voted on or it may be pulled for discussion. The Board had a prior presentation and was given information to review on this matter. Mark Dobay moved to Approve the FY16 Implementation Action Plan (IAP) Update. Mary Harris asked for clarification on pulling the item for discussion. Chair Coleman stated Consent Items may be one or multiple items as a block to vote on “as is” without discussion. If any Board Member would like further discussion on the item, it would need to be pulled for discussion. Mary Harris and Paul Marchant both requested that the item be pulled for discussion. There was no second on the Motion.

Mary Harris noted on Page 8 of the red-lined version, it looks like the whole character of the service analysis has changed to cost recovery versus programming, etc. She asked for clarification. Rod Buchanan replied that part of the issue is the new registration software is not in place and we do not have reliable data at this point. We need to set the cost recovery goals this year and implement the new registration system. These need to be in place before we can do FY 17. Paul Marchant inquired about other significant changes. Rod Buchanan stated changes were made to align with the work flow and ability to do the work within our current budget.

MOTION: Mark Dobay made a **MOTION** to Approve the FY16 Implementation Action Plan (IAP) Update. The Motion was seconded by Paul Marchant. All were in favor, the Motion passed.

AGENDA ITEMS:

9. AGREEMENT – CONSIDER SUPPORT OF PARKS AND RECREATION FOUNDATION SERVING AS SUPPORT AND FUNDRAISING GROUP TO GILBERT PARKS AND RECREATION DEPARTMENT AND AGREE TO SUPPLY ONE (1) EX-OFFICIO MEMBER TO THE FOUNDATION’S BOARD OF DIRECTORS: Jen Lauria presented information on the Parks and Recreation Foundation, established just this year to support all Gilbert Parks Facilities and Programs. The Vision, Mission and Goals of the Foundation were discussed. In September the MOU will be brought to Town Council for approval. There will be a meet and greet event, application review, interviews of

potential board members and an orientation prior to the first board meeting. She requested support from the Parks Board to provide a Board member as an ex-officio member of the Foundation's Board of Directors. Councilmember Taylor asked about the Foundation's organization. Jen stated it is a nonprofit 501(c)(3) established through the Corporation Commission. Rod Buchanan stated in September the Parks Board will see more information including the deal points of the MOU. Mark Dobay asked about the proposed meeting schedule. Jen Lauria stated they would meet once a month. Chair Coleman requested this item be brought back next month as several Board members could not attend the meeting tonight.

10. AGREEMENT – CONSIDER APPROVAL OF AGREEMENT WITH GILBERT QUIET FLYERS FOR THE PURPOSES OF FLYING ELECTRIC POWERED RADIO-CONTROLLED MODEL AIRCRAFT AND PROVIDING EDUCATIONAL AND RECREATIONAL PROGRAMMING: John Kennedy introduced Rick Distler and Rick Huerta of the Gilbert Quiet Flyers, an electric only model airplane club. They are a Charter Club of the Academy of Model Aeronautics (AMA). John noted they used to fly at the former Rodeo Park and presented a video clip. Rick Distler stated that the aircraft are very quiet. They had been flying at Rodeo Park for over 20 years and had no complaints from neighbors as they were never heard. They stay well under the AMA sound guidelines.

John Kennedy stated under the Agreement, the Gilbert Quiet Flyers would provide to the public 60 hours of free flight instruction annually, consisting of two hours on one Saturday each month. The property is at the corner of Greenfield and Queen Creek Roads, adjacent to the South Area Service Center and San Tan Police Substation. The parcel to the north is the Water Reclamation Plant operated by the City of Mesa, and will be a no-fly zone. We are working with Gilbert Public Works as well as Mesa on any concerns they may have about this Agreement. The four acre area would include parking, runway and flight area. Flights would be in the east and west directions to avoid the Water Reclamation District to the north. These aircraft are not drones and there are no cameras attached. The Agreement calls for \$1 per year in annual rent, based on the free instruction and the value to the community. The Town of Gilbert has similar agreements with Desert Rivers Audubon Society, East Valley Astronomy Club and the Desert Fly Casters.

Rick Distler noted the Academy (AMA) offers an introductory pilot flight instructor program, and certain members of the Gilbert Quiet Flyers are certified instructors. They provide all of the necessary equipment for lessons and are insured under a \$2.5 Million liability policy. The AMA has been around since before the FAA. There are over 2,400 model aircraft clubs and flying sites in the U.S.

Paul Marchant asked if Rodeo Park was not an option or if it was being held for other purposes. Rod Buchanan stated there was a prior presentation to the Board on the county landfill (former Rodeo Park) and the decision was made to put this property on hold unless someone had an interest in taking on the complete liability on that site. Chair Coleman stated that facility is essentially unusable because of the liability issue.

MOTION: Chair Coleman moved to support Staff in pursuing the Agreement with Gilbert Quiet Flyers for the purposes of flying electric powered radio-controlled model aircraft and providing educational and recreational programming. The Motion was seconded by Paul Marchant. All were in favor, the Motion passed.

11. PRESENTATION – CONSIDER SUPPORT OF RIPARIAN & AQUATICS OPTIMIZATION PLANS:

Riparian Optimization Plan: John Kennedy stated the Riparian Preserve is part water resource development, part wildlife habitat and part education and recreational opportunities. It is one of two important birding areas in the state. The Preserve consists of 110 acres with 7 storm water recharge basins, 1 lake and 4.5 miles

of trails. The Optimization Plan goals are to maximize cost recovery, maximize revenue, increase attendance and decrease costs per participant. The existing cost recovery as reported by Jen Lauria is 40% on the programming side, not factoring in the maintenance costs of the park. In the past year, we had revenues of \$16,600 and expenses of \$41,000, representing the 40 percent cost recovery. Field trips and ramada and campsite rentals are the only areas of revenue production. The Seven Initiatives of the Plan were discussed:

- Initiative 1 – Fee Collecting and Reporting: Integrate all Riparian classes and programs in the registration software.
- Initiative 2 – Membership Access Structure: Focus on classes and programs open to the public that benefit the Town.
- Initiative 3 – Community Partnership, Corporate Membership: Strengthen existing partnerships and seek new partnerships (American Watercolor Association, REI). Projection of \$1,900 net growth.
- Initiative 4 – Price Positioning Plan: Review season by season the pricing, attendance, market influence, revenue and expenses and cost recovery goals.
- Initiative 5 – Marketing Campaign: Create social media plan, targeted marketing to teachers, create advertising opportunities with a new map to include advertising, FY16 marketing goal.
- Initiative 6 – Program Services Strategy: New traveling Riparian programs as well as other new programs, introduce concessions. Projected net growth of almost \$1,000 in Year 1.
- Initiative 7 – Staffing Plan: Budget for additional instructor hours, independent contractors, increase volunteers. Net revenue projections were included in Initiatives 3 and 6.

Chair Coleman asked whether the curriculum has been created for the traveling Riparian program. Jen Lauria replied they have 15 topics, six of which are ready to move forward. Paul Marchant asked who replaced Scott Anderson. Paul had worked with Scott on a few Eagle Scout Projects. John Kennedy stated technically he replaced Mr. Anderson although responsibilities were revamped. John also mentioned that Jen has implemented 6 or 7 Eagle Scout projects that were finalized this year with several still in the works.

A Financial Summary chart was presented, showing a growth in revenue of about \$14,600, increase in expenses of \$9,300 for a net improvement of \$5,300 for Year 1. That would improve cost recovery from 40 percent to 62 percent on direct program related expenses. Participation numbers are expected to increase from 1,600 to 2,025 on revenue bearing programs. Chair Coleman clarified that the revenue and expense side is General Fund, Parks Department and Riparian. Paul Marchant commended John and Jen for their work on this and felt the plan was outstanding.

MOTION: Mark Dobay moved to support the Riparian Optimization Plan, seconded by Mary Harris. All were in favor, the Motion passed.

Aquatics Optimization Plan: John Kennedy introduced Sean Carlin, Recreation Supervisor overseeing adult and youth sports as well as Aquatics. John noted the Aquatics Program consists of four pools: Mesquite Aquatic Center which opened in 1994, Greenfield Pool which opened in 2006, Williamsfield and Perry pools both of which opened in 2008. These are Gilbert owned pools on school properties. The Optimization plan will follow the same process and the same goals: to maximize cost recovery, maximize revenue, increase attendance and decrease costs per participant. The cost recovery goal is 53 percent. The cost recovery analysis for the last five fiscal years has been right around 53 to 55 percent. It had dipped in 2014 to 49 percent due to expenses for

pool repairs, etc. Excluding the one-time repairs, the cost recovery rate had gone from 87 to 78 percent, looking at aquatics programming costs only. Chair Coleman noted that some of those one-time expenses will be captured and budgeted for in the Long Range Infrastructure Plan. John stated that the pools are in the LRIP for this year. The Seven Initiatives were reviewed:

- Initiative 1 – Fee Collecting and Reporting: Review and adjust pricing, better tracking of programs.
- Initiative 2 – Membership Access Structure: All classes and programs are open to the public.
- Initiative 3 – Community Partnership, Corporate Membership: Institute new pool lane rental rates, new private partnerships (EVO swim club, Gilbert Roadrunners Special Olympics group). Projection of net growth of \$5,000 in Year 1.
- Initiative 4 – Price Positioning Plan: Pricing on swim lessons, swim and dive teams, Junior Lifeguard Program. New fees approved by Council on July 30th. Projected new growth for Year 1 is \$70,000.
- Initiative 5 – Marketing Campaign: Create advertising opportunities, obtain program sponsors. Projected net annual growth of \$5,500.
- Initiative 6 – Program Services Strategy: Expand pre-season program, future new programs, ramada rentals at Mesquite. Projected net growth of \$6,000 in Year 1.
- Initiative 7 – Staffing Plan: Two full-time Supervisors and one Aquatic Tech responsible for programming and maintenance, recommendation for back up staff position.

John Kennedy stated in summary these initiatives would increase revenue \$102,000, increase expenses \$16,000 for a net change of \$85,000, taking the full cost recovery from 49 to 60 percent. John noted this is an aggressive plan and we have our work cut out for us. We are challenged with aging pools.

Chair Coleman asked if there have been demand complaints from the general public. John stated there has not, and the times they have committed lanes to private groups has been beneficial. Councilmember Taylor asked if there were groups that request water time that we are not able to accommodate. John stated yes as they all want the same times. Sean Carlin stated Monday through Thursday from 5-8 P.M. is the most requested time as there is a demand for evening lessons. Many parents have to drive farther for competitive swim team, synchro teams or water polo. Pools in Gilbert are open 6 A.M. to 8 P.M. every weekday, with the only dead time being 12:30 to 1:00. Slow hours are during public swim hours from 1-5 P.M. when it is very hot and programs do not do well during those times. Councilmember Taylor wanted to know which parts of the community we have had to turn away. John noted the types of groups that are not accommodated would be private competitive swim teams. Sean added that adults, lap swimmers and triathletes want to swim in the early morning before work. Sean and John will be working on some ideas in the next few months.

Councilmember Taylor asked whether the swim lessons are paying for themselves. Sean Carlin answered they were and it is our best programming. Councilmember Taylor inquired in terms of marketing, have they worked with the SPARK App League. Is there Parks and Recreation data that can be offered up to that competition to see if there is a benefit to the community? John noted their presentation did pique some interest. Councilmember Taylor noted the Town Manager mentioned getting all of this public information out to the public. There is a competition where students can create apps so people can access all of this cool information on their mobile devices. Printing costs are going away as people are heading more towards mobile apps and digital information.

Rod Buchanan had taken a tour of 10 major aquatic centers a few years ago. Without question, every facility stated they wished they had more cabanas or ramadas as those were the main revenue generators. Paul Marchant agreed that ramada or cabanas with enclosures were nice for families and would be in demand. Rob Buchanan stated they will do a cost analysis and return on investment study. The cabanas must be modular in order to store them out of season or during monsoons. John stated that they have done a very preliminary inquiry into repurposing the former sand volleyball court, at Mesquite, into a splash pad. Sean noted that the Mesquite Pool has three large permanent ramadas while the other three pools are short on shade. More shade would make those outdoor spaces more habitable.

MOTION: Chair Coleman moved to support the Aquatics Optimization Plan, seconded by Mark Dobay. All were in favor and the Motion was approved.

12. AGREEMENT – CONSIDER APPROVAL OF AMENDMENT #1 TO ASSUMPTION OF LEASE AGREEMENT WITH

AZ ICE: Rod Buchanan introduced Andy Mellen, one of the owners of AZ Ice. This is Amendment #1 to the Assumption of Lease Agreement with AZ Ice to include upgrades to the current facility. They are proposing to expand the restaurant facility, add an outdoor dining patio of 1,900 sq. ft. adjacent to the building, and add gathering rooms for groups or parties. The expansion will provide 100 seats inside and 100 seats outside. AZ Ice is required to partner with Parks and Recreation on classes for beginners, allow use of multi-purpose rooms, and allow discounts to Gilbert residents. Some of the language on the Lease agreement was cleaned up or redefined. The base rent was adjusted by \$323 for the new usable space. Tax compliant language was added. Two outreach meetings were advertised, although no one showed up. Resident questions have been addressed. This has already been through the planning and permitting process. Rod asked the Board for their support on Amendment #1 to the Assumption of Lease Agreement.

Chair Coleman clarified that the \$323 additional rent was based on the square footage of the expansion. Rod presented a view of the outside patio area, which will serve alcohol. There is a buffer provided by a four foot masonry wall with an additional two feet of wrought iron on top of the wall to screen diners. Paul Marchant asked if they anticipate soccer and baseball to be part of the revenue. Melanie Dykstra had provided a list of sports groups and Andy Mellon has circulated information to them. He has been contacted by Dave Warren with the Youth Soccer Organization and they will be meeting this week. Andy noted events can be held on designated nights where 20 percent of the proceeds will go to their organization. AZ Ice is sensitive to their concession menu and the plan is to complement each other. They are working on other ideas to make the experience better. Arizona Soccer Club has rented space at AZ Ice as their corporate office.

Chair Coleman inquired about outside speakers, TVs or a sound system on the patio. Andy replied the goal is to have only one or two TVs outside. Chair Coleman asked for the timeframe to open the expansion. Andy replied the goal is now December 1st. Councilmember Taylor asked how dependent the business model is on the ability to sell alcohol. It would not be successful without alcohol. They already have an approved license inside, and have applied for the extension of premises to outdoor dining. Councilmember Taylor asked how that would align with the no alcohol policy in the parks. Rod Buchanan stated alcohol is currently not allowed in the parks. Part of the original Agreement for this facility was to allow alcohol. Parks and Recreation's interest is to shield the proposed patio area. Melanie Dykstra noted there is no entrance into the patio area from the parking lot. Patrons can only enter through the building. Rod clarified this area is part of the building

and not part of the park per se. The wall provides some separation between that function and other park functions. Melanie had verified that there is no conflict with Little League rules.

MOTION: Paul Marchant moved to Approve Amendment #1 to the Assumption of Lease Agreement with AZ Ice. Mark Dobay provided a second on the Motion. All were in favor. The Motion passed.

13. PROCESS IMPROVEMENTS FOR MEETINGS: This agenda item will be moved to next month's meeting.

14. REPORT ON COUNCIL RETREAT: Rod Buchanan spent an hour with the Council presenting our accomplishments over the last year. The Master Plan was implemented in February of 2014 and the first year plan was approved and supported by Council. The upcoming work plan for next year was reviewed and met with thumbs up from the Council. The naming process was discussed and Council has asked us to go forward with Options 2 and 3 on the naming rights as well as a hybrid. Council supported all of the recommendations on land holdings.

Councilmember Taylor added Council's request to this Board to study how to double the shade in our parks and in the next budget cycle show us what this would mean in dollars. This Board is asked to determine what are the best ways to provide shade and make recommendations to Council with costs. Mike Evans noted that trees are good for birds. Rod Buchanan noted on some of the land purchased for park purposes, some outreach and community effort may be necessary in order to put those up for a vote.

ADMINISTRATIVE ITEMS:

15. MINUTES - CONSIDER APPROVAL OF THE MINUTES OF THE REGULAR MEETING OF JULY 14, 2015: A **MOTION** was made by Mark Dobay and seconded by Chair Ron Coleman to approve the Minutes of the regular Parks, Recreation and Library Services Advisory Board meeting of July 14, 2015. All were in favor, the Motion was approved.

16. FUTURE AGENDA ITEMS:

- Operational Report – One-Time Funds
- Municipal Code Changes
- Process Improvement discussion
- Conceptual Design Process Update
- Parks and Recreation Foundation discussion
- Landholding discussion
- Brainstorm/Think Tank discussion

COMMUNICATIONS:

17. REPORT FROM CHAIR: Chair Coleman had no report.

18. REPORT FROM BOARD MEMBERS: There were no reports from Board Members.

19. REPORT FROM COUNCIL LIAISON: Councilmember Taylor expressed his thanks to all for serving on this Board. Chair Coleman thanked Councilmember Taylor for always being here and for his support.

20. REPORT FROM STAFF LIAISONS: Rob Giles reported that the Playground installations are continuing, Crossroads installation is complete with a shade cover going in later this month. Freestone is just about complete and will also have a shade cover. In a separate project, there are six shade covers going in over the next month at Freestone Park over existing picnic tables.

John Kennedy reported that last Thursday was the fall softball registration lottery night and they are just about maxed out with 113 teams. The Fall Recreation program started this week.

Melanie Dykstra will be asking for someone to serve on the selection committee for the conceptual master plan. On September 14th packets will be distributed, scores will be provided on September 24th and interviews will be held on October 5th.

Rod Buchanan stated the conceptual design is out and we have the recreation easement for that property. Next month we will have an update on the conceptual design process and will ask for a Board member to serve on the selection committee.

21. UPCOMING SPECIAL EVENTS:

- Playground Ribbon Cutting – Saturday, September 19th, 9:00 A.M. at Veterans Park with pancake breakfast and design renderings
- Constitution Fair – Saturday, September 19th, 6:00 P.M. Civic Center
- Movie in the Park – September 23rd, 6:45 P.M. Gilbert Community Center
- 2015 Concert Dates 6:30 P.M.:
 - October 8th – Swain's World
 - October 22nd – Sir Harrison Band
 - November 5th – Come Back Buddy
 - November 18th – Joshua Stone Band
 - December 3rd – Dueling Pianos

22. MOTION TO ADJOURN: Mark Dobay made a MOTION to adjourn the meeting, seconded by Paul Marchant. The meeting was adjourned at 7:55 P.M.

Ron Coleman, Chair

ATTEST:

Melanie Dykstra, Management Support Analyst

(TE: 14082507)